

IN MAR MIKHAEL

Friday 16

6pm In Mar Mikhael Launch
Opening of Behind the Object
Exhibition and Exhibition
of Students' Architecture
Projects on Mar Mikhael

Saturday 17

09.30am - 10am What's happening in
Mar Mikhael? At
Fleming Street

10.30am - 12pm Panel: Public
Space Regulation
in Mar Mikhael at
Fleming Street

12pm - 1.30pm Panel: Real
Estate in Mar Mikhael
& the New Rent Law
at Fleming Street

2.30pm Tours of Mar Mikhael
starting at EDL

4pm Closed Design for
Change workshop
at IGA premises

Closed discussion
with Mar Mikhael's
major stakeholders



Sunday 18

11am Tours of Mar
Mikhael starting at EDL

Monday 19

6pm Exhibition Talk: Behind
the Object



Tuesday 20

6pm Exhibition Talk: Behind
the Object



Thursday 22

09.30am - 10am **Skills to shape it**
Introducing Toolbox
at IGA premises

11am - 1pm Storytelling with
Diala Lteif and
Joumana Mattar
at IGA premises

New technologies
and Open Source
platforms with Mirko
Tattarini from ISIA
(Florence) &
Guillaume Credoza
from Rapid
Manufactory at IGA
premises

2pm - 4pm Mind mapping and
Visualisation with
Joumana Ibrahim
at IGA premises

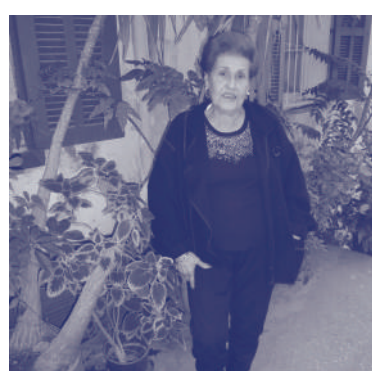
Alternative
materials with
Zareh Sarabian,
Gilbert Debs and
Guillaume Credoza
at Fleming Street

2pm - 5pm Make you own
material with
Tamara Barrage
at Brut L'Atelier

6pm - 7.30pm What is contextual
design?
Definitions at
Fleming Street

60 second pitch at
IGA premises

8pm An evening at
Badguèr, Crafts
and Armenian Delights,
Bourj Hammoud



Friday 23

09am - 11am **Plan it, improve it, fund it**
Business Plan
Generation with
Diala Lteif & Joumana
Mattar at IGA premises

Once your business is
established with Dani
Abboud at IGA premises

11.30am - 1pm Branding with Nathalie
Fallaha at IGA premises

Intellectual property
with Wissam al Amil at
IGA premises

2pm - 3.30pm Communication & Social
Media with Jounama
Ibrahim and Elia El Khazen
at IGA premises

Marketing and Feasibility
studies for your creative
industry with Consultation
and Research Institute
at IGA premises

3.30pm - 5pm Budget and Accounting
for your creative activity
with Fiduciaire du Moyen
Orient

Start up culture by
TBC at IGA premises

5.30pm - 7.30pm Funding Opportunities with
Kafalat at Fleming Street

7.30pm Toolbox networking drinks at
Fleming Street

Saturday 24*

09am - 11am **Define your product**

11.30am - 1pm **Plan it 1.0**

2pm - 3.30pm **Plan it 2.0**

3.30pm - 5pm **Brand it**

6pm - 7pm **Present it:**

Jury members include
Kafalat, Rassemblement
de Dirigeants et Chefs
d'entreprises Libanais,
UNESCO, a design
market expert and a
design process expert

You can find all the locations on the map.
All events are free and open to the public.
Workshops require pre-registration on
www.ihjoz.com/InMarMikhael.
All event details can be found on our website.

* After the first two days of training artists,
craftsmen and designers will spend Day 3
collaborating to create products and their
respective business plans and present them
to a jury. To participate on Day 3, creatives
need to have attended a minimum of 2
workshops on Days 1 and 2 and sign up
at the IGA premises by 12pm on Day 2.